



Senior Marketing Manager  
Location: Noida, India

Are you a change maker who wants to play a pivotal role in restoring vision for millions of people in low-income settings across India?

VisionSpring, an international social enterprise, an exceptional marketing leader who will lead the implementation of a comprehensive marketing, communications and public relations program that will enhance the organisation's image amongst stakeholders for its India operations. Reporting to the Country Director, India, the marketing leader will coordinate and work with other business unit leaders at strategic and tactical levels to support achievement of business and program goals.

#### ABOUT YOU

- You are a passionate marketing and communications professional with experience in B2B marketing as well as consumer marketing.
- You understand branding and communication guidelines/standards and love acting as the voice of the brand.
- You have experience in managing diverse marketing vendors and have worked in complex, multi-cultural teams and understand how to collaborate to achieve shared goals.
- You are articulate and have superior ability convey ideas, information, and arguments clearly, concisely, and persuasively – orally and in writing;
- You are flexible and quick to pivot with the ability to work under tight deadlines.
- You have an entrepreneurial approach, willing to try new approaches and love to lead by example

#### ABOUT US

- We are creating access to affordable eyewear, everywhere. Clear vision creates opportunities for increased learning, work, safety, civic participation, and quality of life.
- As a social enterprise, social change motivates us first. Our focus on sales and revenue targets serves and advances our mission objective – to increase functioning, productivity, and income earning potential for our low-income consumers by correcting refractive error with eyeglasses.
- We are working to transform the systemic dysfunction of an optical market that has failed to deliver eyeglasses – a 700-year-old technology – to 2.5 billion consumers in need of vision correction, most of whom live on less than \$4 a day.
- We serve low-income consumers, not as beneficiaries but as customers. Our customers expect a high quality and affordable product, and they will spend limited discretionary income for the immediate and tangible benefits of vision correction.

- By selling eyeglasses, we awaken new demand and seed a viable market. By selling new eyeglasses, we are able to serve four times as many people per dollar input than the alternative of donating recycled ones. To efficiently scale, we must deliver each new unit with lower cost.
- We run our business on both sales metrics and social impact measures. We exploit a range of organizational forms and practices to get the job done.
- We believe in scaling our impact, not our organization. We are a lean team of doers.

#### WHAT YOU'LL DO

- Lead the communication of Global marketing vision in India, align strategy and targets by supporting collaboration to reach business targets
- Develop marketing plans and execute on value creating promotional strategies alongwith Business Unit leaders
- Contribute and assist at a strategic and operational level to improve client engagement strategy for 2 key client audiences – CSR clients and channel partnership like Hospital /Optical sector relationships
- Identify and develop the appropriate channel/platform/communication and marketing plans to engage effectively with identified key accounts for CSR clients and Channel Partnerships
- Co-ordinate the development of end customer experience for eyeglasses adoption at CSR camp activities including marketing collateral by reviewing and ensure relevance of message and content
- Actively seek and coordinate media and press interest for VisionSpring India and ensure regular contact with target media and appropriate response to media requests.
- Utilise customer insights, M & E data, and market analysis to develop business, customer experience and relationship strategies
- Plan, organise, and manage events including trade show, customer and partner events, industry events and other corporate events
- Identify and Conceptualize, develop, supervise and approve compelling stories, marketing material and calls to action by integrating text, design, imagery, video, and other creative elements into digital and print to drive brand engagement and lead generation
- Lead a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely

#### WHAT'S REQUIRED

- Diploma or Post graduate degree in Marketing/ Management /Advertising & communications
- Minimum of 5 years of B2B marketing and campaign management background with exposure to PR & Media relations management



- A Total of at least 10 -12 years of professional experience overall; with some experience managing teams
- Strong creative, strategic, analytical, organizational abilities
- Seasoned social, communication and presentation skills

#### COMPENSATION

- Salary based on experience and education.
- VisionSpring offers competitive benefits, including health insurance and generous vacation time.

#### TO APPLY

- We want to know more than just what you have done. We want to know who you are. What are the passions and talents that draw you to this role?
- Please submit an application, including a cover letter and CV, to: [hr.india@visionspring.org](mailto:hr.india@visionspring.org). Include your last name and “Senior Marketing Manager - VisionSpring India” in the subject line.
- Please note, only candidates to be interviewed will be contacted.
- VisionSpring is an Equal Opportunity Employer.